Tennessee Leadership Training Institute

“Tell Your Story”
Objective 1:
Discuss what creates your image, and ultimately your lifelong legacy.
When You See Each Picture, Tell Me What Type of “Image” You Perceive
How did you draw your conclusions about these people, and their “IMAGE” without knowing them?
“Person perception” refers to the different mental processes that we use to form impressions of other people and includes not just how we form these impressions, but the different conclusions we make about other people based on our impressions.

Ex. Grocery clerks, New Co-workers, Server, Online Dating Matches!

Sometimes our snap judgements can lead to biased or stereotyped perceptions of other people.
What we wear, our hairstyle, and our accessories cause people to assume our level of education, morality, technical skills, soft skills, and more!
So What Can You Do To Create The IMAGE Employers are seeking?

- **How you dress**
  (wrinkled/ironed, modest/revealing, clean/dirty)

- **Your facial expressions**
  (smiling/frowning, stressed/relaxed, alert/ distracted *eye contact*)

- **Jewelry/Accessories (including Tattoos)**
  (minimal/excessive, covered/not covered)
How Do We Perceive Ourselves?

▶ Self-image is our own perception of the “kind of person we are”.

▶ It has been built up and shaped by our own beliefs about ourselves. Most of these have been engrained unconsciously from our past experiences, successes, and failures.

▶ From all these, we mentally construct a “self” or a picture of a “self”.
How Do We Perceive Ourselves?

*On your sticky note, write down 2-3 adjectives that describe you.

Choose a “shoulder partner”

*On your other sticky note, write down 2-3 adjectives that describe your partner.

Share your responses with each other and see if you perceive yourself the same way your partner perceives you.
How Does Your “IMAGE” Affect Your Career?

Positive and negative self-concepts can influence career decisions.

**Positive Influence** = If you believe in yourself, you’ll pursue more opportunities for growth. You’ll also take more chances and handle inevitable rejections better, which increases your chances of career success.
How Does Your “IMAGE” Affect Your Career?

Positive and negative self-concepts can influence career decisions.

Negative self-concept= You feel that your potential is limited. You believe you are incapable of improving your career, causing you to avoid chasing opportunities. Resulting in a dead end career.
You Can Spoil a Positive Message By Using Negative Language

For example...
Joe tells someone “Before SkillsUSA I was lost, had no motivation, and was depressed.”

OR

Joe tells someone “SkillsUSA has changed my life! I am so motivated to succeed and I’ve never been so happy!”

How does the change in messaging affect your IMAGE of Joe?
Now that you have the outward IMAGE figured out, what happens when you open your mouth to speak?
First Impression= WOW Factor

- The people we remember are the ones who wow us from the very first word that leaves their mouths.

- They’re the type who usually ask more questions than they answer

- They are the type that after answering our first question, will provide such an engaging answer that we’ll want to hear more!
When asked the simple question, “Tell Me About Yourself?” What do you say?

- The concept goes like this: You are at a “Meet the Employer” event at a SkillsUSA conference. You walk up to an employer and hand them your resume, and they say “Tell me about yourself?”

- So what do you SAY? You have 20-30 seconds to get it right. Most of us will say something vague, opting for modesty instead of telling them all about our achievements and AWESOMENESS!

- Do we realize, though, that when we take this option we’re blowing a wonderful opportunity to confidently introduce ourselves and what our unique skills are, and potentially get offered a great job?
Elevator Pitch Concept

- The concept of the elevator pitch aims to briefly convey and deliver relevant information to all sorts of audiences, but its aim is also to have the listener want to know more.

- It recognizes that we don’t always have a lot of time to sell ourselves, or an idea, but recognizes too that the delivery of such information can spark additional interest and engagement.
Tips For Creating a Positive IMAGE in an Interview
Be Concise.

- Don’t tell your whole life story, or even the highlights. Instead, tell 1-3 things you want to emphasize about you and your ambitions.

- Instead of overwhelming listeners with your whole story, only include the parts of your story that are relevant to the specific situation or job.
Figure out who you’re talking to

- You should do as much as you can to craft your story based on the person you’re talking to.

- Your story is only valuable if the person you’re talking to understands it.

- In our Meet the Employer scenario, the person will be someone who works in your preferred industry- so they will understand technical jargon
Objective 2:
Utilize the SkillsUSA Framework to develop your “Image Pitch”.
The SkillsUSA Framework actualizes how students fulfill the mission of the organization “to empower members to become world-class workers, leaders and responsible American citizens.”
Personal Skills

Essential values, personality traits and personal characteristics for success in life

- Integrity
- Work Ethic
- Professionalism
- Responsibility
- Adaptability/Flexibility
- Self-Motivation

Which of these words MOST describe you?

How can you weave them into your IMAGE Pitch?
Workplace Skills

Essential attitudes and abilities for success in the workplace

• Communication
• Decision Making
• Teamwork
• Multicultural Sensitivity and Awareness
• Planning, Organizing and Management
• Leadership

Which of these words SUM UP your skill set?

How can you weave them into your IMAGE Pitch?
Technical Skills

Essential knowledge and competencies for success on the job

• Computer and Technical Literacy
• Job-Specific Skills
• Safety and Health
• Service Orientation
• Professional Development

What certifications or specific skills do you possess?

What is your goal for your future position/experience?
Who are you?

What adjectives describe you?

What are your specific skills?

What unique value do you have that others may not?

What is your goal/purpose or what opportunity are you seeking?
Putting It All Together

- Combine your responses to the five questions, to create a 30-second or less pitch that you could give when asked “Tell Me About Yourself”

- Utilize the SkillsUSA Framework as a guide to address Personal, Workplace, and Technical Skills.
Practice Makes Perfect

Share your PITCH with 2 people, and get their FEEDBACK!
You Determine Your LEGACY

- As you prepare for your future interview, continue practicing making your “IMAGE Pitch” to your instructors, friends, family, even your personal mirror 😊

- The more you practice and refine, the more comfortable you will be when asked “Tell Me About Yourself”, or “Why are You the Best Person for the Job”?

- As you continue to gain skills in your education and career experiences, remember to refine your pitch to include those new pieces that make you unique from the other candidates!
How you use the opportunities your given to affect the world around you will determine the legacy you leave behind.

Tony Dungy